

Executive Workshop II

Entry Strategies: Product Adaptation and Innovation in the New Eastern European Markets

Wednesday, November 19, 2003, 8:00 a.m.-12 noon

Venue: Huang Executive Education Center
Technology Square,
800 West Peachtree St., NW, Atlanta, GA,

Organizers:

The European Union Center of the University System of Georgia,
The Georgia Tech Center for International Business Education & Research (GT CIBER),
DuPree College of Management

Supported by:

The U.S. Department of Education CIBER Program
The European Union Commission
JFBoers & Associates
SGi International

Objectives: "A new era is dawning for the European Union. Ten new Member States will join the Union on 1 May 2004.....it is an irreversible process," noted G. Verheugen, EU Commissioner. This process offers a historic opportunity for American businesses to expand their operations. This seminar explores some of these implications and is designed for practitioners.

Workshop Agenda

7:30-8:00 Registration, Continental Breakfast and Networking

8-8:15: Welcome and Introduction

Dr. Katja Weber and Dr. Brian Murphy, Co-Directors, European Union of the University System of Georgia

8:15-9:00am: Morning Keynote:

Dr. Charles Ludolph, Senior Vice President, Stonebridge International LLC, Washington, D.C. and former Deputy Assistant Secretary for Europe, US Department of Commerce,

- *"Eastern Europe - Markets and Opportunities: Why Now?"*

9-10:30 am: Session I, Market Entry and Product Innovation: The Eastern European Platform

Moderator: Mr. Jacobus Boers, President, JF Boers & Associates

Panelists:

Mr. Jerry Striplin, SGI International, President

"Designing Eastern European-Specific Market Entry Strategies for U.S. Firms: From Conception Into Market"

Prof. Stylianos Kavadias, Operations Management, DuPree College of Management, Georgia Tech

"Leveraging an Eastern European Location for Product Innovation and Placement in the Global Economy"

10:30-10:45: Break

10:45 - 12:15: Session II, Product Adaptation for Eastern European Markets: Localizing Global Products and Complying with E.U. Market Rules

Moderator: Dr. John R. McIntyre, Professor of International Management, DuPree College of Management, and Executive Director, GT CIBER

Panelists:

Dr. James Kolka, Esq., President, Q-Lex International LLC Forensic & Preventive Legal Services, Atlanta, GA/Hartford, CT

"Bringing in Eastern European Manufacturers and Distributors into the European Fold: The CE Mark and EU Technical Standards"

Ms. Kathleen Marran, Director of Market Development, UPS

"The Eastern European Logistical Portal: The UPS Approach"

Mr. Patrick Curran, President, Curran Consulting Group Inc.

"Implementing Performance Management Systems in the EU-Accession Eastern European Countries: The Coke Experience."

Registration: \$45 for the program. The registration form can be downloaded from the website of the EU Center at www.eu-center.org. All registration fees are non-refundable. Payments may be made in cash, check or money order. Sorry, no credit cards are accepted. Make checks payable to "EU Center." Please send the registration form and payment to: The European Union Center, Sam Nunn School of International Affairs, Georgia Institute of Technology, Atlanta, GA 30332-0610. Respond before August 25, 2003.

*Second workshop in a series of three on the new EU member states in Eastern and Central Europe. The last workshop will take place in the next 3 months. Watch for the announcements.

Parking at Georgia Tech Hotel and Conference Center across the street at 770 Spring Street Parking Deck



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